

SMM4111 : Business Project Management

The Business Project Management course directs students through business management organizational structures. The course presents an interactive examination of the principles of organizing, operating, financing, and employing single- and mixed-use projects from a business executive's perspective. Students will construct strategic plans in the selection and development of sports business initiatives and will strengthen their understanding of analytical tools and the industry at large. Students will also begin developing their individual business proposals, gleaning ideas from their program of study and exploring their businesses' potential viability.

Credits 4